

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Celebrate Mansfield Festival Subcommittee

Monday, May 18, 2015

5:00 PM

Minutes

Present: Betsy Paterson and Janine Callahan

Staff: Kathleen Paterson

1. Call to order

Chair Betsy Paterson called the meeting to order at 5:09 pm.

2. Public comment

There was no public comment.

3. Approve Minutes from May 4, 2015

The Minutes were approved by consensus.

4. Discuss second stage entertainment

Janine Callahan supported the idea of alternatives to music such as story-telling and puppet shows.

Ms. Paterson agreed and said she thought it would be important to include the puppets as they are unique to town. She expressed her preference for the puppet shows to appeal to a wide audience.

Kathleen Paterson suggested reaching out to the UConn student group Poetic Release to have students perform their poems in between puppet shows.

Ms. Callahan suggested having student *a cappella* groups perform in between puppet shows.

Ms. K. Paterson will follow-up with Puppet Arts and the Ballard about having puppet shows. Once the puppet show schedule is confirmed, **she will look for additional groups to fill out the stage schedule.**

5. Updates from subcommittee members

Ms. K. Paterson reviewed the list of confirmed Activity Booths.

Ms. Callahan has the Food Vendor materials and will begin approaching local restaurants.

Ms. K. Paterson reported that she announced the opener act of Tuesday Saints and has received positive feedback from the announcement.

Cynthia van Zelm arrived at 5:45 pm.

Ms. van Zelm reported that the Sponsorship letters and brochures have been mailed and that follow-up calls need to be made.

6. Adjourn

The meeting adjourned at 5:50 pm.

Minutes prepared by Kathleen M. Paterson